\$ \$ \$ REP HEADLINE# 6304142 \$\$\$ UNAPPROVED REV #3

AGENCY REP: TEL# 703-516-9399 CREDIT ADVISORY: AGEN ORDER WORKSHEET

SEP14/12 13.59 \*\*\* WFSB-TV \*\*\* FAX# 703-516-9680 CREDIT RISK !!! HARRIS REPORT FROM REP \*\*CHANGES\*\*

#

SALESMAN REGIONAL  $\Xi$ TETTUD. ANNE BRAUNSCHEIDEL HEATHER LOCAL OFF.# MAL CLASS: NATL. BUYER NAME SALES PRSN 双匠尸.# 306 SULTE UNH ADV. NAME POLI/L MCMAHON/R/SEN/CT SERVICES, FAIRMOUNT AVENUE, CONTRACT # 6304142 MD 21286 MEDIA MENTZER TOMSON, 600 AGY. NAME # # # ORDER ADV AGX

INVOICE) ORDER, (LINE, MCMAHON 4 !!!GFSB!!! EST#1315 COMMENTS: PRDCT

WK~1 SEP17/12 FLIGHT DATES SEP11/12

CO-OP BILLING NEEDED STATE TAX TAX CILX

13.59

SEP14/12

DATE

REVISED ORDER

REP:

ZEROED LN 20 NEW TTL 5220 PLS CFM

THANKS, MIKE FOR HEATHER

CASH IN ADVANCE SCHEDULE \*\*\*\* ď, S) H SIHI \*\*\*\* CON CM

- AGENCY IDB #1021 STATIONS USING ELECTRONIC INVOICING ALL

TRADE-INVOICING" IS ALSO AVAILBLE WEBSITE IS: EMT12009 "EMEDIA FOR THE AN ELECTRONIC INV.WEBSITE FOR THIS AGENCY. THE IDB#

LINDA MCMAHON FOR US SENATE 2012 !!!GFSB ORDER!!!

|         | . 1000                     | SPTS:              |   |
|---------|----------------------------|--------------------|---|
|         | 7 × 4 C                    |                    |   |
|         | WEEK .                     | INVI:              |   |
|         | END :SPTS: WEEK            | DATE : /WK: INVT : |   |
|         | END                        | DATE               |   |
|         |                            |                    |   |
|         | START                      | DATE               |   |
|         |                            |                    |   |
|         | RATE                       |                    |   |
|         | SEC :                      | •                  |   |
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|         | LGHH                       |                    |   |
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| +T.T.T. | . THATH PERTOD TIME PERTOD |                    | • |

AGENCY EST# 1 AGENCY ADVERTISER CODE AGENCY PRODUCT CODE = 600P-630P Ø 0

\$35.00

30

NEWS NEWS <sub>ር</sub> ይ PROGRAM : CON COM1: PROGRAM

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9/15

9/15

1315

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S S S S REP HEADLINE# 6304142 \$\$\$ UNAPPROVED REV #3

FAX# 703-516-9680 CREDIT RISK !!! HARRIS REPORT FROM REP \*\*CHANGES\*\* AGENCY REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENORDER WORKSHEET

SEP14/12 13.59 \*\*\* WFSB-TV \*\*\*

: TOTE: :SPTS: DAYS /WK: INVT :SPTS: WEEK END START DATE RATE .. SEC •• LGTH •• PERIOD TIME CD: LLINE# :LINE#:REP

\$5,220.00 SEP/12

\$5,220.00 TOTAL SPOTS CONTRACT

WHPX WCCT 0% WCTX 2% WTIC 18% WVIT 28% WTNH 18% CABL 2% WFSB 328 MARKET TOTALS \$262,750

%

GFSB LISTED AS CABL ACCURATE SHARES.

BOOKS- NOV/10

SVC- NSI BOODEMOS- RA35+\*

N-PROGRAM NAME Z-COMMENTS M-MAKEGOOD Y-DAYS L-LENGTH X-LATE DE-DELETE E-EFF DATES T-TIME S-SPOTS PER WEEK C-CANCELLED R-RATE Q-PAID PGM B-BUY TYPE P-CLASS, PLAN, SECT MOD CODE A-ADD

\*-MULTIPLE



WFSB Fairfield County 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

And:

Mentzer Media Services, Inc. 600 Fairmount Avenue Suite 306 Towson, MD 21204

|                      | Contract / Re             | vision        |                   | All Order  | #            |  |  |
|----------------------|---------------------------|---------------|-------------------|------------|--------------|--|--|
|                      | 492281                    | 1             |                   | 06304142   |              |  |  |
| Product              |                           |               |                   |            |              |  |  |
| MCMAHON 4 IIIGFSBIII |                           |               |                   |            |              |  |  |
| Contract Dates       | Estimate #                |               | . ]               |            |              |  |  |
| 09/11/12 - 09/17/12  | 1315                      |               | ı                 |            |              |  |  |
| <u>Advertiser</u>    |                           |               | Ori               | ginal Date | / Revision   |  |  |
| McMahon for Senate   |                           |               | 0                 | 9/14/12    | / 09/14/12   |  |  |
|                      | Billing Cycle             | Billing       | Cale              | endar      | Cash/Trade   |  |  |
|                      | EOM/EOC                   | Broadcast     |                   |            | Cash         |  |  |
|                      | <u>Station</u>            | Accour        | Account Executive |            | Sales Office |  |  |
|                      | GFSB                      | cial Handling |                   | tley       | HRP-WASHING  |  |  |
|                      | Special Hand              |               |                   |            |              |  |  |
| J                    | Demographic<br>Adults 35+ |               |                   |            |              |  |  |
| ľ                    | Addits 33+                |               |                   |            |              |  |  |
|                      |                           |               |                   |            |              |  |  |
| <u>}</u>             | I <u>DB#</u><br>1021      | Advertis      | er (              | Code       | Product Code |  |  |
|                      | Agency Ref                |               | ŀ                 | Advertiser | Ref          |  |  |

Snots/

|   |   |  |  |   |      | Spots/      |        |         |     |          |
|---|---|--|--|---|------|-------------|--------|---------|-----|----------|
| *Line Ch Start  | t Date End D                                    | Date Descripti                           | on                                       | Start/End Time                          | Days | Length Week | Rate T | ype Spo | ots | Amount   |
| 1 GFSB 09/1<br><u>Start Date</u><br>Week: 09/10/12    |   | 12 6AM-6:30<br><u>Weekdays</u><br>-TWTF  | AM Eyewitness I<br>Spots/Week<br>4       |   |      | :30         | ì      | ИM      | 4   | \$160.00 |
| 2 GFSB 09/1<br><u>Start Date</u><br>Week: 09/10/12    |   | 12 6:30AM-7.<br><u>Weekdays</u><br>-TWTF | AM Eyewitness N<br>Spots/Week<br>4       | lev6:30AM-7AM<br><u>Rate</u><br>\$50.00 |      | :30         | 1      | M.      | 4   | \$200.00 |
| 3 GFSB 09/1<br><u>Start Date</u><br>Week: 09/10/12    |   | 12 7AM-9AM<br><u>Weekdays</u><br>-TWTF   | The Early Show<br>Spots/Week<br>4        | 7AM-9AM<br><u>Rate</u><br>\$30.00       |      | :30         | 1      | łΜ      | 4   | \$120.00 |
| 4 GFSB 09/11<br><u>Start Date</u><br>Week: 09/10/12   | /12 09/14/ - <u>End Date</u> 09/16/12           | 12 Eyewitnes<br><u>Weekdays</u><br>-TWTF | s News at Noon<br>Spots/Week<br>4        | 12PM-12:30PM<br><u>Rate</u><br>\$50.00  |      | :30         | Ň      | IM      | 4   | \$200.00 |
| 5 GFSB 09/11<br><u>Start Date</u><br>Week: 09/10/12   | /12 09/14/ <sup>-</sup><br>End Date<br>09/16/12 | 12 5PM-5:30F<br>Weekdays<br>-TWTF        | PM Eyewitness N<br>Spots/Week<br>4       | lev5PM-5:30PM<br><u>Rate</u><br>\$65.00 |      | :30         | N      | IM      | 4   | \$260.00 |
| 6 GFSB 09/11<br><u>Start Date</u><br>Week: 09/10/12   | /12 09/13/1<br>End Date<br>09/16/12             | 12 5:30PM-6F<br><u>Weekdays</u><br>-T-T  | M Eyewitness N<br>Spots/Week<br>2        | ev5:30PM-6PM<br><u>Rate</u><br>\$65.00  |      | :30         | N      | М       | 2   | \$130.00 |
| 7 GFSB 09/11<br><u>Start Date</u><br>Week: 09/10/12   | /12 09/14/1<br><u>End Date</u><br>09/16/12      | 2 6PM-6:30F<br><u>Weekdays</u><br>-TF    | M Eyewitness N<br><u>Spots/Week</u><br>2 | ev6PM-6:30PM<br><u>Rate</u><br>\$90.00  |      | :30         | N      | М       | 2   | \$180.00 |
| 8 GFSB 09/14<br><u>Start Date</u><br>Week: 09/10/12   | /12 09/14/1<br><u>End Date</u><br>09/16/12      | 2 7PM-7:30P<br><u>Weekdays</u><br>1      | M<br>Spots/Week<br>1                     | 7PM-7:30PM<br><u>Rate</u><br>\$90.00    |      | :30         | N      | М       | 1   | \$90.00  |
| 9 GFSB 09/12/<br>Start Date<br>Week: 09/10/12         | /12 09/12/1<br>End Date<br>09/16/12             | 2 7:30PM-8P<br><u>Weekdays</u><br>1      | M<br><u>Spots/Week</u><br>1              | 7:30PM-8PM<br><u>Rate</u><br>\$90.00    |      | :30         | N      | М       | 1   | \$90.00  |
| 10 GFSB 09/11/<br><u>Start Date</u><br>Week: 09/10/12 | /12 09/14/1<br>End Date<br>09/16/12             | 2 5AM-5:30A<br><u>Weekdays</u><br>-TWTF  | M Eyewitness Ne<br>Spots/Week<br>4       | ev5AM-5:30AM<br><u>Rate</u><br>\$20.00  |      | :30         | N.     | М       | 4   | \$80.00  |
| 11 GFSB 09/11/<br>Start Date                          | 12 09/14/1<br>End Date                          | 2 5:30AM-6A<br><u>Weekdays</u>           | M Eyewitness Ne<br>Spots/Week            | ev5:30AM-6AM<br><u>Rate</u>             |      | :30         | NI     | VI.     | 4   | \$120.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Alt Order # Contract / Revision 06304142 492281 / Product Contract Dates Estimate # 09/11/12 - 09/17/12 MCMAHON 4 !!!GFSB!! 1315

<u>Advertiser</u> Original Date / Revision 09/14/12 / 09/14/12 McMahon for Senate

|   |                         | Spots/                |             |     |          |
|---|-------------------------|-----------------------|-------------|-----|----------|
| *Line Ch Start Date End Date Description  | Start/End Time          | Days Length Week Rate | TypeSp      | ots | Amount   |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -TWTF 4   | <u>Rate</u><br>\$30.00  |                       |             |     |          |
| 12 GFSB 09/11/12 09/15/12 M-SU Eyewitness News @  |                         | :30                   | NM          | 5   | \$325.00 |
| Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12         -TWTFS-         5 | <u>Rate</u><br>\$65.00  |                       |             |     |          |
| 13 GFSB 09/11/12 09/11/12 NCIS  | 8PM-9PM                 | :30                   | NM          | 1   | \$300.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 09/10/12 09/16/12 -1 1                                 | <u>Rate</u><br>\$300.00 |                       |             |     |          |
| 14 GFSB 09/12/12 09/12/12 Criminat Minds  | 9PM-10PM                | :30                   | NM          | 1   | \$300.00 |
| Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1         1        | <u>Rate</u><br>\$300.00 |                       |             |     |          |
| 15 GFSB 09/12/12 09/12/12 CSI   | 10PM-11PM               | :30                   | NM          | 1   | \$400.00 |
| Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1         1        | <u>Rate</u><br>\$400.00 |                       |             |     |          |
| 16 GFSB 09/14/12 09/14/12 CSI: NY   | 9PM-10PM                | :30                   | NM          | 1   | \$250.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1  | <u>Rate</u><br>\$250.00 |                       |             |     |          |
| 17 GFSB 09/15/12 09/15/12 SA Eyewitness News  | 6AM-9AM                 | :30                   | NM          | 1   | \$20.00  |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1   | <u>Rate</u><br>\$20.00  |                       |             |     |          |
| 18 GFSB 09/15/12 09/15/12 SA Eyewitness News  | 6AM-9AM                 | :30                   | NM          | 1   | \$35.00  |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 09/10/12 09/16/121 1                                   | <u>Rate</u><br>\$35.00  |                       |             |     |          |
| N 19 GFSB 09/15/12 09/15/12 SA 6pm-6:30pm EWN   | 6PM-6:30PM              | :30                   | NM          | 0   | \$0.00   |
| Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1-         1       | <u>Rate</u><br>\$35.00  |                       |             |     |          |
| Spot Ch Date Range Description  | Start/End Time          | Weekdays Length Rate  | <u>Туре</u> |     |          |
| 1 GFSB 09/10/12-09/16/12 SA 6pm-6:30pm EWN<br>Credited  | 6PM-6;30PM              | Sa :30 \$35.00        | NM          |     |          |
| 20 GFSB 09/16/12 09/16/12 SU Eyewitness News  | 6AM-9AM                 | :30                   | NM          | 1   | \$20.00  |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 09/10/12 09/16/121 1                                   | <u>Rate</u><br>\$20.00  |                       |             |     |          |
| 21 GFSB 09/16/12 09/16/12 SU Eyewitness News  | 6AM-9AM                 | :30                   | NM          | 1   | \$35.00  |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 09/10/12 09/16/121 1                                   | <u>Rate</u><br>\$35.00  |                       |             |     |          |
| 22 GFSB 09/16/12 09/16/12 CBS Sunday Morning  | 9AM-10:30Am             | :30                   | NM          | 1   | \$85.00  |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 09/10/12 09/16/121 1                                   | <u>Rate</u><br>\$85.00  |                       |             |     |          |
| 23 GFSB 09/16/12 09/16/12 Su 10:30AM-11:30AM ROT  |                         | :30                   | NM          | 1   | \$55.00  |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 09/10/12 09/16/121 1                                   | <u>Rate</u><br>\$55.00  |                       |             |     |          |
|   | 730-830p                | :30                   | NM          | 1   | \$550.00 |
| Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1         1        | <u>Rate</u><br>\$550.00 |                       |             |     |          |
|   | 1030-1130p              | :30                   | NM          | 1   | \$200.00 |
| Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1         1        | <u>Rate</u><br>\$200.00 |                       |             |     |          |
| 26 GFSB 09/17/12 09/17/12 6AM-6:30AM Eyewitness Nev   |                         | :30                   | NM          | 1   | \$40.00  |
| Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         1         1       | <u>Rate</u><br>\$40.00  |                       | ]           |     |          |

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WFSB Fairfield County 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

Contract / Revision Alt Order # 492281 06304142 Contract Dates Product Estimate # 09/11/12 - 09/17/12 MCMAHON 4 !!!GFSB!! 1315

<u>Advertiser</u> Original Date / Revision 09/14/12 / 09/14/12 McMahon for Senate

Totals

65

\$5,220.00

|   |                          |      | Spots/      |      |              |               |
|---|--------------------------|------|-------------|------|--------------|---------------|
| *Line Ch Start Date End Date Description  | Start/End Time           | Days | Length Week | Rate | Type Spots   | Amount        |
| Start Date End Date Weekdays Spots/Week   | Rate                     |      |             |      |              |               |
| 27 GFSB 09/17/12 09/17/12 6:30AM-7AM Eyewitness N   |                          |      | :30         |      | NM 1         | \$50.00       |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1                               | <u>Rate</u><br>\$50.00   |      |             |      | İ            |               |
| 28 GFSB 09/17/12 09/17/12 7AM-9AM The Early Show  | 7AM-9AM                  |      | :30         |      | NM 1         | \$30.00       |
| Start Date End Date Weekdays Spots/Week   | Rate                     |      |             |      |              | ,,,,,,,       |
| Week: 09/17/12 09/23/12 1 1   | \$30.00                  |      |             | 7.W. |              |               |
| 29 GFSB 09/17/12 09/17/12 9AM-10AM Start Date End Date Weekdays Spots/Week  | 9AM-10AM<br><u>Rate</u>  |      | :30         |      | NM 1         | \$30.00       |
| Week: 09/17/12 09/23/12 1 1   | \$30.00                  |      |             |      |              |               |
| 30 GFSB 09/17/12 09/17/12 Eyewitness News at Noon   | 12PM-12:30PM             |      | :30         |      | NM 1         | \$50.00       |
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1   | Rate                     |      |             |      |              |               |
|   | \$50.00                  |      | -00         |      |              | ***           |
| 31 GFSB 09/17/12 09/17/12 5PM-5:30PM Eyewitness No<br>Start Date End Date Weekdays Spots/Week                                 | evorivi-o:30rivi<br>Rate |      | :30         |      | NM: 1        | \$65.00       |
| Week: 09/17/12 09/23/12 1 1   | \$65.00                  |      |             |      | ļ            |               |
| 32 GFSB 09/17/12 09/17/12 5:30PM-6PM Eyewitness No  | ev5:30PM-6PM             |      | :30         |      | NM 1         | \$65.00       |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1                               | <u>Rate</u><br>\$65.00   |      |             |      |              |               |
| 33 GFSB 09/17/12 09/17/12 6PM-6:30PM Eyewitness Ne  |                          |      | :30         |      | NM 1         | \$90.00       |
| Start Date End Date Weekdays Spots/Week   | Rate                     |      | .50         | •    | 4141         | \$90.00       |
| Week: 09/17/12 09/23/12 1 1   | \$90.00                  |      |             |      |              |               |
| 34 GFSB 09/17/12 09/17/12 7PM-7:30PM  | 7PM-7:30PM               |      | :30         | i    | VM 1         | \$90.00       |
| Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         1         1 | <u>Rate</u><br>\$90.00   | •    |             |      |              |               |
| 35 GFSB 09/17/12 09/17/12 7:30PM-8PM  | 7:30PM-8PM               |      | :30         |      | NM 1         | \$90.00       |
| Start Date End Date Weekdays Spots/Week   | Rate                     |      | .00         |      | ```          | <b>400.00</b> |
| Week: 09/17/12 09/23/12 1 1   | \$90.00                  |      |             |      |              |               |
| 36 GFSB 09/17/12 09/17/12 5AM-5:30AM Eyewitness Ne  |                          |      | :30         | 1    | <b>√</b> M 1 | \$20.00       |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 09/17/12 09/23/12 1 1                            | <u>Rate</u><br>\$20.00   |      |             |      |              |               |
| 37 GFSB 09/17/12 09/17/12 5:30AM-6AM Eyewitness Ne  | v5:30AM-6AM              |      | :30         | ٨    | IM 1         | \$30.00       |
| Start Date End Date Weekdays Spots/Week   | <u>Rate</u>              |      |             |      |              | ,,,,,,        |
| Week: 09/17/12 09/23/12 1 1   | \$30.00                  |      |             |      |              |               |
| 38 GFSB 09/17/12 09/17/12 M-SU Eyewitness News @ 1 Start Date   | '11PM-11:35PM<br>Rate    |      | :30         | 4    | IM 1         | \$65.00       |
| Week: 09/17/12 09/23/12 1 1   | \$65.00                  |      |             |      |              |               |
|   | 10PM-11PM                |      | :30         | N    | IM 1         | \$300.00      |
| Start Date End Date Weekdays Spots/Week   | Rate                     |      |             |      |              |               |
| Week: 09/17/12 09/23/12 1 1   | \$300.00                 |      |             |      | <b>-</b>     |               |

| Time Period        | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|------------|
| 08/27/12 -09/17/12 | 65         | \$5,220.00   | \$4,437.00 |
| Totals             | 65         | \$5,220.00   | \$4,437.00 |

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|                                       | Contract / Revision<br>492281 / | Alt Order #<br>06304142                  |
|---------------------------------------|---------------------------------|--|
| Contract Dates<br>09/11/12 - 09/17/12 | Product<br>MCMAHON 4 !!!GFSB!!  | Estimate #<br>1315                       |
| Advertiser<br>McMahon for Senate      |                                 | nal Date / Revision<br>/14/12 / 09/14/12 |

| Signature: | Date: |      |
|------------|-------|------|
| -          |       | <br> |